

Message Text

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PAGE 01 ISTANB 04683 011304Z

41

ACTION EUR-12

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TO USDOC WASHDC

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AMEMBASSY ANKARA

UNCLAS ISTANBUL 4683

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJECT: POSSIBLE AMERICAN STANDARD COLLABORATION WITH KOC HOLDING A.
S.

1 KOC HOLDING, TURKEY'S LARGEST PRIVATE SECTOR INDUSTRIAL GROUP COMPRISING MORE THAN FIFTY COMPANIES IS INTERESTED IN EXPLORING COLLABORATIVE ARRANGMENT WITH U.S. FIRM AMERICAN STANDARD, 40 WEST FORTIETH STREET, NEW YORK, N.Y. 10018, TO PRODUCE CERAMIC BATHROOM ACCESSORIES. KOC HOLDING ANNUAL REVENUES ARE ESTIMATED AT MORE THAN US \$1 BILLION AND CONSOLIDATED ASSETS ARE REPORTED TO BE ABOUT US \$750 MILLION. RECENT INVESTMENTS INCLUDE FOUNDRY FOR CASTING AUTOMOTIVE ENGINE BLOCKS AND AGRICULTURAL MACHINERY COMPONENTS, AND SPECIALTY STEEL PLANT TO SERVICE IN PARTICULAR THE AUTOMOTIVE SECTOR. AMONG U.S. FIRMS WITH WHOM KOC HOLDING HAS EITHER JOINT INVESTMENTS OR LICENSING ARRANGEMENTS ARE FORD MOTOR, GENERAL ELECTRIC, MOBIL OIL, UNIROYAL AND SHAFFER PUMP.

2. MR. RAHMI KOC, VICE CHAIRMAN, BOARD OF DIRECTORS AND CHAIRMAN OF KOC HOLDING EXECUTIVE COMMITTEE IS PLANNING TRIP TO U.S. IN JANUARY 1977 ON OTHER BUSINESS. HE WOULD BE PREPARED TO MEET WITH SENIOR AMERICAN STANDARD OFFICIALS TO DISCUSS PROPOSALS.

3. ACTION REQUESTED. APPRECIATE USDOC CONTACTING SENIOR MANAGEMENT OF AMERICAN STANDARD TO ASCERTAIN IF FIRM INTERESTED IN COLLABORATIVE VENTURE, POSSIBLY LICENSING AND TECHNICAL AGREEMENT. IF
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SO, WOULD PRESIDENT OR OTHER SENIOR EXECUTIVE BE PREPARED TO MEET

WITH MR. KOC IN JANUARY. PLEASE ADVISE.

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